

WHAT IS CLAIMED IS:

1. A system for managing content, comprising:

a central site for supporting a generic product with a plurality of features; and

at least one development site connecting to the central site, each of the at least one

5 development site generating a customized product of the generic product based on the plurality of features, testing said customized product, and maintaining said customized product at said central site.

2. The system according to claim 1, wherein the central site comprises:

a runtime engine for performing the plurality of features of the generic product; and

a visual customization tool for interfacing with the at least one development site to create the customized product of the generic product based on the plurality of features, the customized product created using the visual customization tool interacting with the runtim engine.

3. The system according to claim 2, wherein each of the plurality of features

corresponds to a defined interface which can be invoked from the visual customization tool.

4. The system according to claim 2, wherein the custom product comprises:

20 a parameter module generator for activating a portion of the plurality of features with

custom values via the defined interface of each feature in the portion; and

a visual diagram generator for configuring the portion of features that are activated through the activating by the parameter module generator to generate a state machine configuration.

5 5. The system according to claim 2, further comprising a testing toolkit which

includes:

a test driver tool for triggering the runtime engine to perform a test on the customized product; and

a visual log viewer for visually viewing debug data generated by the runtime engine during the test on the customized product.

6. A method for managing content, comprising:

building, by a development site connecting to a central site via a visual tool provided by said central site, a customized product of a generic product, maintained at said central site, based on a plurality of features associated with the generic product; and

testing the customized product at the central site.

7. The method according to claim 6, wherein the generic product includes a web site.

20 8. The method according to claim 6, wherein the generic product includes a protocol.

9. The method according to claim 6, wherein the customized product includes a customized web site.

10. The method according to claim 6, wherein the customized product includes a variant of a protocol.

5 11. The method according to claim 6, wherein the building comprises:
selecting a portion of the plurality of features of the generic product;
specifying custom values for the portion of the plurality of features;
generating a parameter module based on the portion of the plurality of features and the
custom values for the portion of the plurality of features, the parameter module activating the
portion of the plurality of features with the custom values; and
constructing a visual diagram using the portion of features, the visual diagram
configuring the portion of the plurality of features to form a state machine.

12. The method according to claim 11, wherein
the selecting is performed via a parameter module generator in a visual customization
tool; and
the specifying is performed through defined interfaces of the portion of the plurality of
features via the parameter module generator; and
the constructing is performed via a visual diagram generator in the visual
20 customization tool.

13. The method according to claim 11, wherein the testing comprises:

triggering, by the development site through a test driver tool, a runtime engine at the central site to test the customized product; and

executing, by the runtime engine, the customized product based on the parameter module and the visual diagram.

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14. The method according to claim 13, further comprising:

generating, by the runtime engine, debug data based on the executing the customized product;

displaying the debug data on a visual log viewer; and

debugging, by the development site, the customized product based on the debug data displayed on the visual log viewer.

15. A computer-readable medium encoded with a program for managing content, the program comprising:

building, by a development site connecting to a central site via a visual tool provided by said central site, a customized product of a generic product, maintained at said central site, based on a plurality of features associated with the generic product; and

testing the customized product at the central site.

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16. The medium according to claim 15, wherein said building via a visual tool comprises:

selecting a portion of the plurality of features of the generic product;

specifying custom values for the portion of the plurality of features;

generating a parameter module based on the portion of the plurality of features and the custom values for the portion of the plurality of features, the parameter module activating the portion of the plurality of features with the custom values; and

- constructing a visual diagram using the portion of features, the visual diagram
- 5 configuring the portion of the plurality of features to form a state machine.

17. The medium according to claim 16, wherein the testing comprises:

triggering, by the development site through a test driver tool, a runtime engine at the central site to test the customized product; and

executing, by the runtime engine, the customized product based on the parameter module and the visual diagram.

18. The medium according to claim 17, further comprising:

generating, by the runtime engine, debug data based on the executing the customized product;

displaying the debug data on a visual log viewer; and

debugging, by the development site, the customized product based on the debug data displayed on the visual log viewer.